



**COMPLETE  
COUNT  
COMMITTEE  
SUB-COMMITTEE  
GUIDE**

**KANSAS CITY REGIONAL CENSUS CENTER  
PARTNERSHIP PROGRAM**

SERVING ARKANSAS, IOWA, KANSAS, MINNESOTA, MISSOURI, AND OKLAHOMA

Henry Palacios, Regional Director

## **SUB-COMMITTEE DESCRIPTIONS**

### **Government Sub-Committee**

Assist in all activities between the Census Bureau and the local government (i.e., LUCA, free space for Questionnaire Assistance Centers and Be Counted sites, identifying Special Places, hard-to-enumerate populations and non-English speaking populations.

### **Education Sub-Committee**

Facilitate a Census program for local schools from kindergarten through 12<sup>th</sup> grades, as well as post-secondary educational institutions, adult education and ESL programs in the area.

### **Religion Sub-Committee**

Create and coordinate activities and materials to be used by religious institutions and their agencies (soup kitchens, health services, etc.) to promote Census 2000 awareness and participation.

### **Media Sub-Committee**

Create and facilitate media activities to promote Census information to all community residents via any and all local media resources, such as newspapers, newsletters, flyers, billboards, festivals, radio and television. Keep community members updated on current Census operations, countdown to Census Day, and job information.

### **Community Organization Sub-Committee**

Motivate community organizations to inform residents of the benefits of Census participation. Help identify Special Places, hard-to-enumerate populations, non-English speaking populations, service-based organizations. Begin targeted public awareness activities to earn trust and gain participation.

### **Business Sub-Committee**

Create and coordinate activities involving the local business community such as distributing Census 2000 information, placing Census 2000 messages/logos on packaging, hanging recruiting posters, providing goods and services for community-wide Census 2000 activities.

### **Recruiting Sub-Committee**

Receive information from the Census Bureau about Census job openings in the local area, disseminate information to all segments of community, and identify free space for applicant testing and training.

### **Special Housing Sub-Committee**

Compile a list of Special Places such as nursing homes, jails, prisons, college dormitories, assisted living centers, soup kitchens, meal vans, shelters, missions, and other group quarters. (See Census 2000 glossary for specific information.)

## **SUB-COMMITTEE ACTIVITY SCHEDULES**

Use the following schedules to help plan your sub-committee activities. Please remember that this list is not all inclusive of possible activities and not all items may be applicable to your sub-committee and/or community.

## GOVERNMENT SUB-COMMITTEE SCHEDULE

TIME FRAME	✓	SUGGESTED ACTIVITIES
<b>1998</b>		Work with the U.S. Census Bureau's Geography Department in the Local Update of Census Addresses (LUCA) and Boundary and Annexation Survey (BAS) programs
<b>January 1999 – February 2000</b>		Identify locations for Be Counted sites Identify locations for Questionnaire Assistance Centers (QACs) Place census messages in utility bills, property tax bills or other correspondence generated by the local government Develop and implement activities involving government employees in the Census 2000 awareness campaign Solicit corporations to become official sponsors of your census activities Develop a list of barriers, problems or concerns that might impede the progress of Census 2000, such as high crime areas, gated communities, and anti-government groups Make census statements at all meetings Create different ways to dispel myths and alleviate fears about the confidentiality of census data Have census banners, posters and other signage placed on public transportation and government vehicles, other than police and emergency vehicles Include Census 2000 logo and message on bus schedules, brochures and newsletters Sponsor a Census 2000 booth at local, state, and county fairs, carnivals and festivals Display Census information in all government buildings Contact the directors of civic centers and concert halls and ask them to display census literature
<b>March 2000</b>		Sponsor a contest to design a "city sticker" promoting Census 2000 Have census information available during voter registration drives Provide information on federally funded programs using census data that have benefited the community Partner with the U.S. Postal Service to create excitement about returning census questionnaires (similar to Tax Day activities) Publicize the toll-free Census Help Line assistance number Saturate public access areas with census information targeted for your community Finalize plans for Census Day activities
<b>APRIL 1, 2000 CENSUS DAY</b>		Have government employees answer phones with a Census 2000 greeting  Ask elected officials to encourage residents to complete and return their questionnaires immediately Change hold messages to remind residents to complete and return their questionnaires immediately Increase the number of Census 2000 posters, banners and signs in all municipal buildings Continue to mail census messages in utility bills and other governmental communications Place a census message on all municipal marquees urging participation Distribute literature in all municipal building urging residents to cooperate with census workers
<b>May – July 2000</b>		Ask all elected officials to speak on the importance of the census and encourage continued participation and cooperation in census operations Encourage elected officials to hold press conferences in areas with low response rates Continue to distribute literature in all municipal buildings encouraging residents to continue cooperating with census workers
<b>August – November 2000</b>		Remind elected officials that the census operations are still in progress and to encourage residents to continue cooperating with census workers Prepare a summary of activities generated by the sub-committee After all census operations are complete, distribute literature to thank your residents for a successful Census 2000 enumeration Celebrate the success of your work and recognize the efforts of the committee members

## EDUCATION SUB-COMMITTEE ACTIVITY SCHEDULE

TIME FRAME	✓	SUGGESTED ACTIVITIES
1998		<p>Convene a meeting of private and public school educators, parents, education advocacy organizations, parent-teacher organizations, college and university administrators and education personnel union representatives to discuss the role of all educational institutions in a Census 2000 awareness campaign</p> <p>Ask the school board to designate space in each school for a Questionnaire Assistance Center (QAC) and Be Counted site</p> <p>Ask each school to recruit parents, teachers and community members to serve as volunteers in the QACs</p> <p>Review the Census in Schools project materials for grades K-12 (available 1/99 via <a href="http://www.census.gov">www.census.gov</a>)</p> <p>Partner with local schools to develop a Census awareness activity plan that will utilize the services of schools clubs and organizations</p> <p>Work with schools to develop plans for activities leading up to questionnaire delivery, Census Week, Census Day and the entire month of April</p> <p>Sponsor a Census poster contest for school-aged children. Use the winning poster as the design for locally distributed Census materials</p> <p>Encourage schools to use the Census In Schools materials as a supplement to the curriculum. (available 1/99 via <a href="http://www.census.gov">www.census.gov</a>)</p> <p>Work with educators to draft a flyer or brochure on the CONFIDENTIALITY of census data</p> <p>Encourage schools to create census awareness activities starting April 1, 1999</p> <p>Ask each school to have a census bulletin board that is updated regularly and decorated by students</p> <p>Sponsor a census newspaper clipping contest. Give prizes to students who develop the best collection</p> <p>Encourage schools to include census messages at sporting events</p> <p>Encourage and support student governments at the high school and university levels to develop special activities for census awareness</p> <p>Recruit student volunteers to distribute census literature to community residents</p> <p>Train multi-lingual students to be "Census Interpreters" to assist non-English speaking adults to complete their questionnaires</p>
January 1999 – February 2000		<p>Suggest to schools to have student school patrol members and crossing guards to wear a census message</p> <p>Encourage schools to place census posters and banners in student pick-up and drop-off areas. Intensify efforts to encourage schools to increase Census 2000 awareness activities</p> <p>Sponsor a Census 2000 rally</p> <p>Assist schools in implementation of Census awareness activities</p> <p>Distribute flyers encouraging parents to complete their Census questionnaires as a family activity</p>
March 2000		<p>Implement and support Census Day activities</p> <p>Encourage schools to remind parents to complete their questionnaires</p> <p>Use schools to send messages encouraging parents' cooperation with Census workers</p>
APRIL 1, 2000 CENSUS DAY		<p>Ask schools in low response rate areas to urge parents to cooperate with Census workers</p> <p>Furnish schools with updates on Census operations</p> <p>Use schools to keep census awareness strong through final operations</p>
MAY – JULY 2000		<p>Continue to encourage parental cooperation with Census workers</p> <p>Celebrate the success of your work and recognize efforts of the committee members</p>
AUGUST – NOVEMBER 2000		

## RELIGION SUB-COMMITTEE ACTIVITY SCHEDULE

TIME FRAME	✓	SUGGESTED ACTIVITIES
1998		<ul style="list-style-type: none"> <li>Develop a list of religious organizations, seminaries, churches, synagogues, mosques and other religious institutions</li> <li>Divide the list among committee members to contact each institution to encourage a Census 2000 awareness campaign</li> <li>Distribute Census materials for use by religious organizations</li> <li>Convene a meeting of religious leaders to create inter-denominational census awareness activities</li> <li>Distribute information about confidentiality of census information</li> <li>Request space donations from religious organizations for applicant testing and Questionnaire Assistance Centers (QACs)</li> <li>Partner with religious radio and television stations to spread the census message</li> <li>Develop a list of suggested census awareness activities for religious institutions</li> <li>Develop a list of sermon titles that can be used to promote census awareness among congregates</li> <li>Create a list of ten census-related issues that can be worked into sermons</li> <li>Ask religious organizations to recruit volunteers for QACs</li> <li>Make public statements at conferences, conventions and other religious events about the importance of participating in Census 2000</li> <li>Ask churches to add census hand-outs to their literature area</li> <li>Maintain a calendar of all census activities sponsored by religious organizations</li> <li>Sponsor an inter-denominational Census 2000 essay contest for youth</li> <li>Distribute census job information to all religious organizations</li> <li>Place census awareness announcements in church bulletins and newsletters</li> <li>Make sure QACs are open on the day that census questionnaires are delivered to households</li> <li>Distribute "Countdown to Census Day" data sheets</li> <li>Sponsor an inter-denominational Census Day activity</li> </ul>
January 1999 – February 2000		<ul style="list-style-type: none"> <li>Ask religious organizations to hand out flyers to urge all congregates to complete and mail their questionnaires</li> <li>Monitor progress at religiously-sponsored QACs</li> <li>Encourage religious leaders to emphasize CONFIDENTIALITY</li> <li>Distribute flyers to encourage congregates to cooperate with Census workers</li> </ul>
March 2000		<ul style="list-style-type: none"> <li>Encourage religious organizations in low response areas to urge residents to cooperate with Census workers</li> <li>Prepare a report of census activities sponsored by religious organizations</li> </ul>
APRIL 1, 2000 CENSUS DAY		<ul style="list-style-type: none"> <li>Encourage religious organizations to make congregates aware of on-going census operations and ask for their cooperation</li> <li>Celebrate the success of Census 2000 and recognize the efforts of the committee members</li> </ul>
MAY – JULY 2000		
AUGUST – NOVEMBER 2000		

## MEDIA SUB-COMMITTEE ACTIVITY SCHEDULE

TIME FRAME	✓	SUGGESTED ACTIVITIES
1998		<p>Arrange a press conference announcing the CCC</p> <p>Ask other sub-committee chairpersons to compile a list of all on-going census activities in their focus areas</p> <p>Produce census messages and promotional items tailored to your community</p> <p>Ask local print media to insert census flyers/materials in their publications</p> <p>List 5 things your community can gain with an accurate census and 5 things it can lose without an accurate census</p> <p>Create census drop-in articles tailored to your community</p> <p>Identify community members fluent in other languages and recruit them to translate census materials</p> <p>Create a CONFIDENTIALITY flyer for your community</p>
January 1999 – February 2000		<p>Ask local media to do a series of stories on census operations in your community and the CCC activities</p> <p>Create a calendar of census events for distribution to local media</p> <p>Hold periodic press conferences for the highest elected official and other community leaders to talk about the importance of Census 2000</p> <p>Develop and distribute PSAs tailored to your community using local personalities</p> <p>Arrange for appearances on radio and television talk shows to discuss census activities in your community</p> <p>Ask local radio stations to air regular "Profile America" messages available on CD-ROM from the Census Bureau Public Information Office (PIO) at 301-457-2808</p> <p>Prepare messages that can be used on computerized displays at sporting events, on office building and for use by businesses</p> <p>Ask radio stations to broadcast census awareness messages several times a day</p> <p>Ask college officials to have students develop census promotional material tailored to the community in exchange for class credit</p>
March 2000		<p>Hold a press conference announcing delivery of questionnaires to households</p> <p>Ask college newspapers and radio stations to include information about census operations on- and off-campus</p> <p>Ask highest elected official to send a letter to all residents urging their participation in Census 2000</p>
APRIL 1, 2000 CENSUS DAY		<p>Hold a Census Day rally featuring elected officials, local personalities, entertainment and prizes</p> <p>Ask radio stations to broadcast census awareness messages several times a day</p> <p>Circulate a schedule of census activities sponsored by other sub-committee organizations</p>
MAY – JULY 2000		<p>Ask radio and television programs to include census speakers on their talk show programs</p>
AUGUST – NOVEMBER 2000		<p>Hold press conferences in areas with low response rates</p> <p>Remind local media about on-going census operations and ask them to urge cooperation with Census workers</p> <p>Hold press conferences in areas where Census workers are interviewing residents <b>(actual interview cannot be taped/broadcast)</b></p> <p>Send press releases reporting on progress of census operations</p> <p>Send press release announcing completion of census operations, recognizing the efforts of the CCC</p>

## COMMUNITY ORGANIZATION SUB-COMMITTEE ACTIVITY SCHEDULE

TIME FRAME	✓	SUGGESTED ACTIVITIES
<b>1998</b>		<ul style="list-style-type: none"> <li>Compile a list of civic, social service, fraternal, neighborhood and social organizations in your area</li> </ul>
<b>January 1999 – February 2000</b>		<ul style="list-style-type: none"> <li>Convene a meeting of organization leaders and solicit their assistance in creating a census awareness campaigns</li> <li>Request sponsorship for a Census parade to be held close to Census Day</li> <li>Develop a list of agencies and organizations that depend on federal funding allocations based on population statistics</li> <li>Develop a plan and solicit sponsorship for a census activity such as a 5k walk/run or a skate-a-thon</li> <li>Ask each community organization to submit a list of activities they plan for Census 2000</li> <li>Compile a list of organizations that can provide free space for QACs</li> <li>Encourage organizations to hold Census Day activities and sponsor raffles for residents who have completed and returned their questionnaire by the end of April 2000. Ask local businesses to donate items to be used as prizes</li> <li>Ask each organization to sponsor a Census month and hold awareness activities during that month</li> <li>Ask organizations to include a census article in all of their publications from April 1999 to November 2000</li> <li>Sponsor a Census 2000 rally</li> <li>Encourage organizations to include Census 2000 on conference, convention, workshop and meeting agendas</li> <li>Ask organizations to recruit volunteers for QACs</li> <li>Create a fact sheet addressing the concerns of residents</li> </ul>
<b>March 2000</b>		<ul style="list-style-type: none"> <li>Ask organizations to deliver flyers announcing delivery of census questionnaires</li> <li>Make sure QACs are ready open before questionnaire delivery</li> <li>Support organization-sponsored census activities</li> </ul>
<b>APRIL 1, 2000 CENSUS DAY</b>		<ul style="list-style-type: none"> <li>Encourage organizations to urge their members to complete and return their questionnaires</li> <li>Hold Census Day activities</li> <li>Distribute Census 2000 flyers and reminders</li> </ul>
<b>MAY – JULY 2000</b>		<ul style="list-style-type: none"> <li>Ask organizations in low response rate areas to develop motivational activities to promote cooperation with Census workers</li> <li>Keep distributing information about how an accurate census count is important to the community and specific groups</li> <li>Emphasize CONFIDENTIALITY</li> </ul>
<b>AUGUST – NOVEMBER 2000</b>		<ul style="list-style-type: none"> <li>Have organizations inform their members that census operations are still in progress and ask for their continuing cooperation</li> <li>Have organizations announce when census operations are complete</li> <li>Prepare a report of census activities generated by community organizations</li> <li>Celebrate the success of your work and recognize the efforts of committee members</li> </ul>

## BUSINESS SUB-COMMITTEE ACTIVITY SCHEDULE

TIME FRAME	✓	SUGGESTED ACTIVITIES
1998		<ul style="list-style-type: none"> <li>Compile a list of all area business</li> <li>Encourage all businesses to visibly display census literature</li> <li>Ask businesses to imprint the Census 2000 logo and/or a census message on their promotional items, bags, sacks and boxes</li> <li>Host a meeting of area businesses to discuss ways they can join the census awareness campaign</li> <li>Draft a list of census awareness activities that local businesses can sponsor</li> <li>Develop a list of census activities that businesses can implement during Census Week</li> <li>Ask businesses to provide space for QACs</li> <li>Ask all business associations to add a Census 2000 awareness update to their regular meeting agendas</li> <li>Ask businesses to sponsor census-related give-aways and promotions</li> <li>Encourage businesses to create flyers showing how they use census data</li> <li>Ask tax firms to display census literature and to remind their clients to participate in Census 2000</li> <li>Encourage businesses to include census messages on electronic marquees</li> <li>Ask sport event organizers to display census messages on scoreboards</li> <li>Ask businesses to include census messages and links on their web sites</li> </ul>
January 1999 – February 2000		<ul style="list-style-type: none"> <li>Ask businesses to hold a lot of census-related activities and promotions until Census Day</li> <li>Make sure QACs are ready to open before questionnaires are delivered</li> <li>Ask businesses to display the Census 2000 logo or other census messages in windows and on literature</li> </ul>
March 2000		
APRIL 1, 2000 CENSUS DAY		<ul style="list-style-type: none"> <li>Make sure QACs are operational</li> <li>Ask businesses to remind customers to complete their questionnaires</li> <li>Ask businesses to display signs encouraging participation in Census 2000</li> <li>Ask businesses to remind their customers of on-going census operations and to cooperate with Census workers</li> <li>Ask businesses in low response rate areas to sponsor special activities to increase participation</li> <li>Encourage businesses to keep census displays up until all operations are complete</li> </ul>
MAY – JULY 2000		
AUGUST – NOVEMBER 2000		<ul style="list-style-type: none"> <li>Prepare a report of census activities generated by the business community throughout the Census 2000 operation</li> <li>Celebrate the success of your work and recognize the efforts of committee members</li> </ul>



## RECRUITING SUB-COMMITTEE ACTIVITY SCHEDULE

TIME FRAME	✓	SUGGESTED ACTIVITIES
1998		<ul style="list-style-type: none"> <li>Obtain information regarding the availability of census jobs in your area from your Partnership Specialist</li> <li>Develop a plan to host a job fair for census jobs</li> <li>Compile a list of donated sites for applicant testing and training</li> <li>Obtain a list of census operations</li> </ul>
January 1999 – April 2000		<ul style="list-style-type: none"> <li>Maintain contact with Regional Census Center for updates on operations and available jobs</li> <li>Provide the Regional Census Center with the list of donated sites</li> <li>Develop a list of festivals, county fairs, cultural events and other affairs where census brochures and job information can be distributed</li> <li>Ask local businesses to display census job information</li> <li>Publicize testing dates and locations</li> <li>Organize jobs fairs to keep pace with operation staffing needs</li> <li>Ask the media sub-committee to recruit local media to broadcast census job information</li> </ul>
MAY – NOVEMBER 2000		<ul style="list-style-type: none"> <li>Maintain contact with Regional Census Center for updates on operations and available jobs</li> <li>Publicize testing and training</li> <li>Ask local businesses to continue to display census job information</li> <li>Prepare a report on recruiting activities held and feedback from job applicants</li> <li>Celebrate the success of your work and recognize the efforts of the committee members</li> </ul>

## SPECIAL HOUSING SUB-COMMITTEE ACTIVITY SCHEDULE

TIME FRAME	✓ SUGGESTED ACTIVITIES
1998 – July 1999	<p>Compile a list of organizations and other service providers that render services to people without housing, targeted non-sheltered outdoor locations (TNSOLs), campgrounds, group homes, transitional housing, housing for mentally/physically disabled, youth homes, residential hotels/motels, halfway houses, nursing homes, skilled nursing centers, retirement communities with healthcare facilities, colleges and universities with dormitories, and any other place that can be defined as a group quarter</p> <p>Ask service providers to donate space for QACs</p> <p>Develop a list of businesses that employ migrant or seasonal workers</p> <p>Ask service providers to recruit applicants for census jobs directly involved with special place enumeration</p> <p>Identify community members that can serve as cultural facilitators during service-based enumeration operations</p>
August 1999 – March 2000	<p>Ask service providers to display census literature</p> <p>Partner with service providers to conduct census informational seminars for clients</p> <p>Conduct census informational seminars at TNSOLs</p> <p>Create a flyer encouraging special housing residents to cooperate with Census workers</p> <p>Collaborate with media sub-committee to get local media to broadcast messages and stories targeted for special housing residents</p>
April 2000	<p>Support Census workers on T-Night</p> <p>Support Census workers in service-based enumeration operations:</p> <p>4/3/00 – Shelters; 4/4/00 – Soup Kitchens; 4/5/00 – TNSOLs</p> <p>Support Census workers throughout April counting residents in other group quarters/special places</p>
MAY 2000	<p>Assist with any further service-based enumeration, if needed</p> <p>Prepare a report of census activities sponsored by committee and/or service-based organizations</p> <p>Celebrate the success of your work and recognize the efforts of committee members</p>